

Appln. No. Serial No. 09/943,601

Amdt. Dated 10/29/04

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### REMARKS

Upon entry of the foregoing amendments, Claims 1, 4-13, 16-25, 28-32, and 35-38 are pending in this application. The Examiner rejected Claims 1-38 under 35 U.S.C. 103(a). Claims 1, 13, 25, and 32 have been amended and Claims 2, 3, 14, 15, 26, 27, 33, and 34 have been cancelled in the foregoing amendment.

### *Porter, Miller, Shaffer, Roberts, and Yu Do Not Show or Suggest the Invention of Claims 1, 4-13, 16-25, 28-32, and 35-38*

The Examiner rejected Claims 1-7, 13-19, and 25-38 as being unpatentable over U.S. Patent No. 6,570,595 to Porter ("*Porter*") in view of U.S. Patent No. 6,229,542 to Miller ("*Miller*"), and rejected Claims 8-10, and 20-22 as being unpatentable over *Porter* in view of *Miller* and further in view of U.S. Patent No. 6,748,426 to Shaffer et al. ("*Shaffer*"). Moreover, the Examiner rejected Claims 11 and 23 as being unpatentable over *Porter* in view of *Miller* and further in view of U.S. Patent No. 6,754,693 to Roberts et al. ("*Roberts*"), and rejected Claims 12 and 24 as being unpatentable over *Porter* in view of *Miller* and further in view of U.S. Patent No. 6,351,775 to Yu ("*Yu*"). The cited references do not teach or suggest the invention of Claims 1, 4-13, 16-25, 28-32, and 35-38.

### Claim 1

The method for posting advertisements as defined in amended Claim 1 requires, among other elements, displaying advertisements each of which relates to attribute information of one of the Web pages on the display screen of the comprehensive information viewing device at arbitrary angles, sizes and transparency levels, in relation to the multiple Web pages displayed by the step (a), wherein each of the advertisements is displayed in a vicinity of one of the Web pages, wherein the attribute information of the one of the Web pages is related to attribute information of the advertisement.

The cited section of *Porter* describes that advertisements in a form of iconic representations are displayed in exclusive-use display areas (EDA), and that when a user

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selects one of the iconic representations of the advertisements, the advertisement is displayed in the shared display area (SDA) 604 in addition to the iconic representation of the advertisement. The cited section of *Miller* describes a three-dimensional display of multiple windows. However, neither *Porter* nor *Miller* discloses displaying advertisements that are related to attribute information of a web page in a vicinity of the web page, as required by amended Claim 1. Thus, amended Claim 1 would not have been obvious to one of ordinary skill from the cited references at the time the Applicant made the claimed invention. Accordingly, Claim 1 should be allowed.

#### Claims 4-12

Claims 4-12 depend from independent Claim 1. The remarks made above in support of the independent claim are equally applicable to distinguish the dependent claims from the cited references. Accordingly, Claims 4-12 should also be allowed.

#### Claims 13, 16-25, 28-32, and 35-38

Independent Claims 13, 25 and 32 have similar limitations to Claim 1. Thus, the remarks made above in support of Claim 1 are also applicable to distinguish these claims from the cited references. Claims 16-24, 28-31, and 35-38 respectively depend from Claims 13, 25, and 32. Accordingly, Claims 13, 16-25, 28-32, and 35-38 should also be allowed.

#### CONCLUSION

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

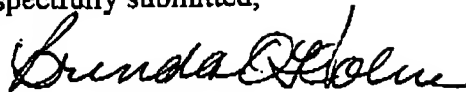
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Respectfully submitted,



By: Brenda O. Holmes

Reg. No. 40,339

KILPATRICK STOCKTON LLP

1100 Peachtree Street, Suite 2800

Atlanta, Georgia 30309-4530

Telephone: (404) 815-6500

Facsimile: (404) 815-6555

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